



USDA National Retail Report - Shell Egg and Egg Products
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 03/06 thru 03/12.
 (prices in dollars per carton)

Fri. Mar 06, 2015

SHELL EGG NATIONAL SUMMARY

| | | THIS WEEK | | | | PREVIOUS WEEK | | | | PREVIOUS YEAR | | | |
|----------------|---------------|------------------------|------|--------|-------|------------------------|------|--------|------|------------------------|------|--------|-------|
| Feature Rate | | 21.5% of 29,100 stores | | | | 25.6% of 29,100 stores | | | | 22.5% of 22,900 stores | | | |
| | | X LARGE | | LARGE | | X LARGE | | LARGE | | X LARGE | | LARGE | |
| | | Stores | Avg | Stores | Avg | Stores | Avg | Stores | Avg | Stores | Avg | Stores | Avg |
| REGULAR | USDA GRADE AA | | | | | | | | | | | | |
| | White 12 pack | 42 | 3.99 | 182 | 2.04 | 62 | 2.88 | 619 | 1.65 | 50 | 2.79 | 290 | 1.35 |
| | White 18 pack | | | 279 | 2.23 | | | 30 | 3.02 | | | 60 | 2.16 |
| | Brown 12 pack | | | | | | | | | | | 10 | 2.50 |
| | USDA GRADE A | | | | | | | | | | | | |
| | White 12 pack | | | 1,013 | 1.52 | 184 | 1.99 | 815 | 1.62 | | | 430 | 1.60 |
| White 18 pack | 899 | | | 2.08 | 2,348 | | | 2.58 | 600 | | | 2.17 | |
| Brown 12 pack | 137 | | | 0.99 | | | | | | | | | |
| SPECIALTY | USDA ORGANIC | | | | | | | | | | | | |
| | White 12 pack | | | 343 | 4.48 | | | 318 | 4.39 | | | 10 | 4.69 |
| | Brown 12 pack | | | | | | | | | | | | |
| | OMEGA-3 | | | | | | | | | | | | |
| | White 12 pack | 25 | 3.15 | 2,389 | 2.32 | 290 | 2.94 | 1,124 | 2.61 | | | 1,110 | 2.35 |
| | Brown 12 pack | | | 67 | 3.99 | | | 137 | 3.99 | | | 10 | 2.29 |
| | CAGE-FREE | | | | | | | | | | | | |
| | White 12 pack | | | 123 | 2.50 | 118 | 2.99 | 200 | 2.59 | 20 | 1.28 | 270 | 3.32 |
| Brown 12 pack | 562 | | | 2.87 | 824 | | | 3.20 | 810 | | | 2.85 | 1,680 |
| VEGETARIAN FED | | | | | | | | | | | | | |
| White 12 pack | 6 | 2.49 | 469 | 2.17 | 14 | 3.00 | 258 | 2.99 | | | 310 | 1.77 | |
| Brown 12 pack | | | 476 | 2.26 | | | 235 | 2.01 | | | 310 | 2.77 | |

| | | NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT) | | | | | | SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV) | | | | | | MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) | | | | | | |
|--|---------------|--|-----------------------------|--------|-----------------------------|-----------------------------|--------|--|-------------------------------|--------|--------------------------------|--------------------------------|--------|--|---------------------------|--------|-------------------------------|--------------------------------|--------|--|
| Feature Rate ^{1/} Activity Index ^{2/} | | 33.6% of 5,500 sampled outlets Activity Index = 2,534 (includes Medium) | | | | | | 20.6% of 7,400 sampled outlets Activity Index = 1,633 (includes Medium) | | | | | | 22.4% of 6,100 sampled outlets Activity Index = 1,527 (includes Medium) | | | | | | |
| CLASS | | EXTRA LARGE | | | LARGE | | | EXTRA LARGE | | | LARGE | | | EXTRA LARGE | | | LARGE | | | |
| | | Price Range | Stores | Avg 3/ | Price Range | Stores | Avg 3/ | Price Range | Stores | Avg 3/ | Price Range | Stores | Avg 3/ | Price Range | Stores | Avg 3/ | Price Range | Stores | Avg 3/ | |
| USDA GRADE AA | White 12 pack | | | | | | | | | | | | | | | | 1.99 1 1.99 | | | |
| | White 18 pack | | | | | | | | | | | | | | | | | | | |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | | |
| | MEDIUM | White 12 pack | | | | | | White 12 pack | | | | | | White 12 pack | | | 0.99 9 0.99 | | | |
| USDA GRADE A | White 12 pack | | | | 1.50 - 2.09 418 1.79 | | | | | | 1.49 - 1.69 86 1.61 | | | | | | 1.00 - 1.69 429 1.23 | | | |
| | White 18 pack | | | | 2.00 - 2.49 61 2.36 | | | | | | 2.00 - 2.98 311 2.27 | | | | | | 1.79 - 2.90 89 1.94 | | | |
| | Brown 12 pack | | | | 0.99 137 0.99 | | | | | | | | | | | | | | | |
| | | MEDIUM | White 12 pack | | | 1.25 - 1.48 44 1.28 | | | White 12 pack | | | 1.25 17 1.25 | | | White 12 pack | | | | | |
| | | White 30 pack | | | | | | White 30 pack | | | | | | White 30 pack | | | | | | |
| S P E C I A L T Y | USDA ORGANIC | | | | | | | | | | | | | | | | | 2.29 - 4.99 219 4.62 | | |
| | White 12 pack | | | | | | | | | | | | | | | | | | | |
| | Brown 12 pack | | 2.99 - 4.29 123 4.23 | | | 4.29 1 4.29 | | | | | | | | | | | | | | |
| | OMEGA-3 | | 3.49 18 3.49 | | | 1.99 - 2.99 762 2.18 | | | 1.99 - 2.66 1,184 2.31 | | | 1.99 - 3.00 296 2.64 | | | | | | | | |
| | White 12 pack | | | | | 3.99 47 3.99 | | | | | | | | | 3.99 20 3.99 | | | | | |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | | |
| | CAGE-FREE | | | | | 2.99 - 3.49 250 3.32 | | | 2.50 6 2.50 | | | 2.50 117 2.50 | | | | | | | | |
| | White 12 pack | | | | | | | | | | | | | | 2.50 - 2.99 8 2.62 | | | 2.49 - 2.50 130 2.50 | | |
| Brown 12 pack | | | | | | | | | | | | | | | | | | | | |
| VEGETARIAN FED | | 2.49 6 2.49 | | | 1.99 - 2.50 439 2.15 | | | | | | 2.50 30 2.50 | | | | | | | | | |
| White 12 pack | | | | | 2.49 - 2.50 229 2.50 | | | | | | | | | 1.98 - 2.50 207 2.05 | | | | | | |
| Brown 12 pack | | | | | | | | | | | | | | | | | | | | |
| | | SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX) | | | | | | SOUTHWEST U.S. (AZ,CA,NV,UT) | | | | | | NORTHWEST U.S. (ID,MT,OR,WA,WY) | | | | | | |
| Feature Rate ^{1/} Activity Index ^{2/} | | 17.0% of 4,900 sampled outlets Activity Index = 707 (includes Medium) | | | | | | 11.2% of 3,800 sampled outlets Activity Index = 460 (includes Medium) | | | | | | 21.1% of 1,300 sampled outlets Activity Index = 267 (includes Medium) | | | | | | |
| USDA GRADE AA | White 12 pack | | | | 1.99 - 3.14 80 2.31 | | | 3.99 42 3.99 | | | 1.32 - 2.99 125 2.16 | | | | | | 0.98 - 2.00 46 1.55 | | | |
| | White 18 pack | | | | | | | | | | 1.99 - 2.99 129 2.31 | | | | | | 1.99 69 1.99 | | | |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | | |
| | MEDIUM | White 12 pack | | | | | | White 12 pack | | | 1.20 48 1.20 | | | White 12 pack | | | | | | |
| USDA GRADE A | White 12 pack | | | | 1.25 - 1.65 28 1.46 | | | | | | 1.50 - 1.65 41 1.64 | | | | | | 0.98 8 0.98 | | | |
| | White 18 pack | | | | 1.50 - 2.50 316 1.73 | | | | | | 1.79 - 2.50 122 2.49 | | | | | | | | | |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | | |
| | | MEDIUM | White 12 pack | | | | | | White 12 pack | | | 2.50 - 2.99 12 2.75 | | | White 12 pack | | | | | |
| | | White 30 pack | | | | | | White 30 pack | | | | | | White 30 pack | | | | | | |
| S P E C I A L T Y | USDA ORGANIC | | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | | | | | | | | | | | | | | | | | |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | | |
| | OMEGA-3 | | 2.29 7 2.29 | | | 1.99 - 2.79 65 2.19 | | | 2.79 62 2.79 | | | 2.50 20 2.50 | | | | | | | | |
| | White 12 pack | | | | | | | | | | | | | | | | | | | |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | | |
| | CAGE-FREE | | | | | 2.50 171 2.50 | | | 2.50 1 2.50 | | | 2.50 2 2.50 | | | | | | | | |
| | White 12 pack | | | | | | | | | | | | | | | | | | | |
| Brown 12 pack | | | | | | | | | | | | | | | | | | | | |
| VEGETARIAN FED | | | | | 1.98 40 1.98 | | | | | | | | | | | | | | | |
| White 12 pack | | | | | | | | | | | | | | | | | | | | |
| Brown 12 pack | | | | | | | | | | | | | | | | | | | | |

| | | ALASKA (AK) | | | | | | HAWAII (HI) | | | | | |
|--|----------------|--|--------|--------|-------------|--------|--------|---|--------|--------|-------------|--------|--------|
| Feature Rate ¹⁷ Activity Index ¹⁸ | | 0.0% of 100 sampled outlets Activity Index = 11 (includes Medium) | | | | | | 0.0% of 100 sampled outlets Activity Index = 3 (includes Medium) | | | | | |
| CLASS | | EXTRA LARGE | | | LARGE | | | EXTRA LARGE | | | LARGE | | |
| | | Price Range | Stores | Avg 3/ | Price Range | Stores | Avg 3/ | Price Range | Stores | Avg 3/ | Price Range | Stores | Avg 3/ |
| USDA GRADE AA | White 12 pack | | | | 2.69 | 11 | 2.69 | | | | | | |
| | White 18 pack | | | | | | | | | | | | |
| | Brown 12 pack | | | | | | | | | | | | |
| | MEDIUM | White 12 pack | | | | | | White 12 pack | | | | | |
| USDA GRADE A | White 12 pack | | | | | | | | | | 2.77 | 3 | 2.77 |
| | White 18 pack | | | | | | | | | | | | |
| | Brown 12 pack | | | | | | | | | | | | |
| | MEDIUM | White 12 pack White 30 pack | | | | | | White 12 pack White 30 pack | | | | | |
| S P E C I A L T Y | USDA ORGANIC | | | | | | | | | | | | |
| | White 12 pack | | | | | | | | | | | | |
| | Brown 12 pack | | | | | | | | | | | | |
| | OMEGA-3 | | | | | | | | | | | | |
| | White 12 pack | | | | | | | | | | | | |
| | Brown 12 pack | | | | | | | | | | | | |
| | CAGE-FREE | | | | | | | | | | | | |
| | White 12 pack | | | | | | | | | | | | |
| | Brown 12 pack | | | | | | | | | | | | |
| | VEGETARIAN FED | | | | | | | | | | | | |
| | White 12 pack | | | | | | | | | | | | |
| | | Brown 12 pack | | | | | | | | | | | |



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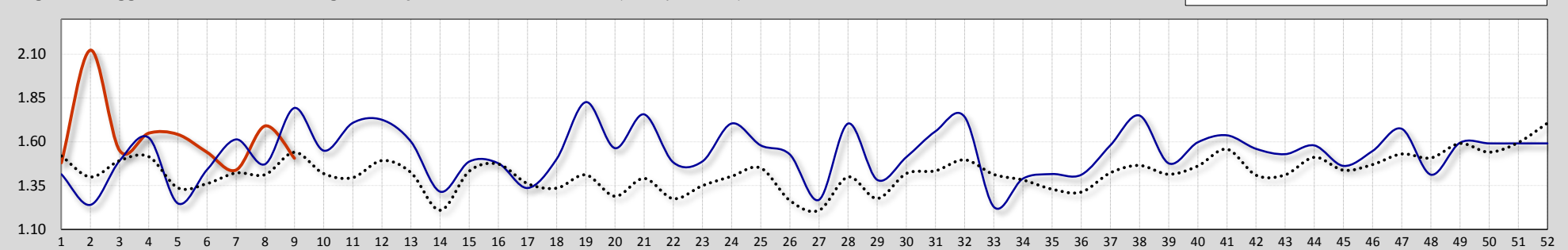
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 03/06 thru 03/12.

(prices in dollars per carton)

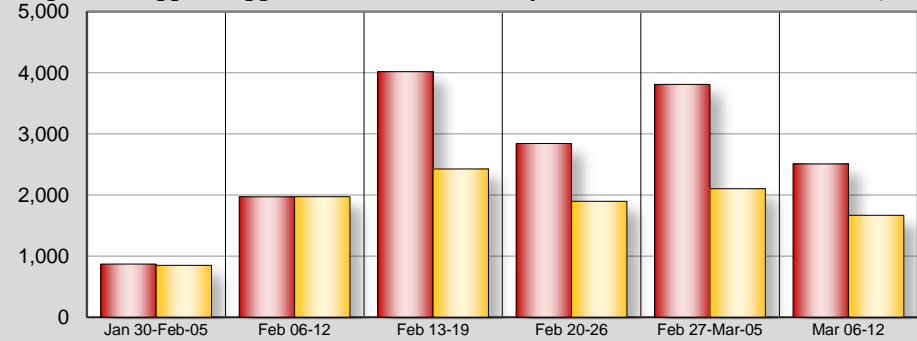
Fri. Mar 06, 2015

| EGG PRODUCTS | THIS WEEK | | LAST WEEK | | LAST YEAR | | NORTHEAST | | | SOUTHEAST | | | MIDWEST | | | SOUTH CENTRAL | | | SOUTHWEST | | | NORTHWEST | | |
|-------------------|-----------|-------------------|-----------|-------------------|-----------|-------------------|------------------------|--------|-------------------|-----------------------|--------|-------------------|-----------------------|--------|-------------------|-----------------------|--------|-------------------|-----------------------|--------|-------------------|-----------------------|--------|-------------------|
| 1/ Feature Rate | 5.2% | | 8.5% | | 13.6% | | 24.3% of 5,500 sampled | | | 0.4% of 7,400 sampled | | | 2.7% of 6,100 sampled | | | 0.0% of 4,900 sampled | | | 0.0% of 3,800 sampled | | | 0.0% of 1,300 sampled | | |
| 2/ Activity Index | 1,670 | | 2,105 | | 2,700 | | Activity Index = 1,474 | | | Activity Index = 32 | | | Activity Index = 164 | | | Activity Index = 0 | | | Activity Index = 0 | | | Activity Index = 0 | | |
| | Stores | Avg ^{3/} | Stores | Avg ^{3/} | Stores | Avg ^{3/} | Price Range | Stores | Avg ^{3/} | Price Range | Stores | Avg ^{3/} | Price Range | Stores | Avg ^{3/} | Price Range | Stores | Avg ^{3/} | Price Range | Stores | Avg ^{3/} | Price Range | Stores | Avg ^{3/} |
| 14-16 oz. crtn | 1,603 | 2.76 | 675 | 2.81 | 1,430 | 2.53 | 2.50 - 4.99 | 1,427 | 2.83 | 2.50 - 2.99 | 12 | 2.54 | 1.99 - 2.66 | 164 | 2.18 | | | | | | | | | |
| 32 oz. crtn | 67 | 4.99 | 1,430 | 4.20 | 1,130 | 3.07 | 4.99 | 47 | 4.99 | 4.99 | 20 | 4.99 | | | | | | | | | | | | |
| 3 - 4 oz. cup | | | | | 140 | 2.49 | | | | | | | | | | | | | | | | | | |
| 2 - 8 oz. cup | | | | | | | | | | | | | | | | | | | | | | | | |
| EGG PRODUCTS | | | | | | | ALASKA | | | HAWAII | | | | | | | | | | | | | | |
| 1/ Feature Rate | | | | | | | 11.8% of 100 sampled | | | 2.7% of 100 sampled | | | | | | | | | | | | | | |
| 2/ Activity Index | | | | | | | Activity Index = 0 | | | Activity Index = 0 | | | | | | | | | | | | | | |
| | | | | | | | Price Range | Stores | Avg ^{3/} | Price Range | Stores | Avg ^{3/} | | | | | | | | | | | | |
| 14-16 oz. crtn | | | | | | | | | | | | | | | | | | | | | | | | |
| 32 oz. crtn | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 - 4 oz. cup | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 - 8 oz. cup | | | | | | | | | | | | | | | | | | | | | | | | |

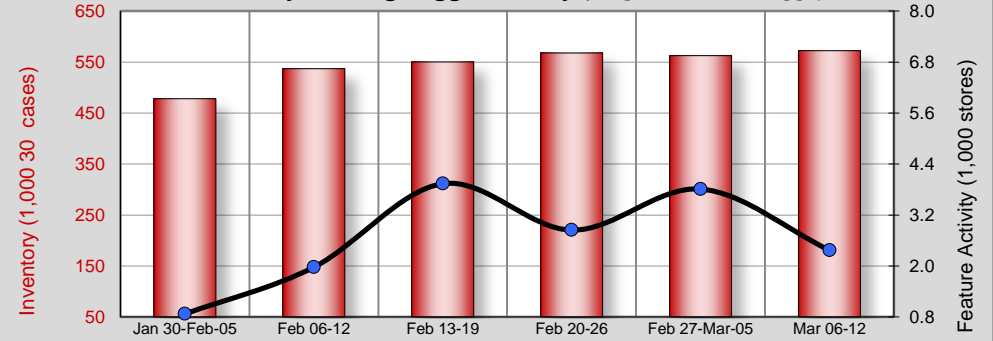
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Large Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

Data from the previous year is unavailable due to the Federal Government Furlough in 2013.